

Power50 Conference 2018

8th May – Vanderbilt Hotel, Kensington, London SW7 5BT

Your strategic direction future proofed

Agenda

8:45 - 9:30 Registration with coffee, tea & snacks

9:30 - 9:40 Welcome and overview of day with Rory Maguire of aimm

Session 1: Understanding consumers and trends

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|---------------|---|----------|
| 9:45 - 10:05 | • Future technology and media trends analysis | DELOITTE |
| 10:10 - 10:30 | • Why Asian consumers use mobile payments for everything possible | BANGO |
| 10:35 - 10:55 | • Transparent marketing and the future of your organisation | OPT-4 |



11:00 - 11:15 SPEAKER PANEL Q&A

11:15 - 11:30 COFFEE BREAK

Session 2: Understanding Crypto, Blockchain and Smart Contracts

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|---------------|---|---------------|
| 11:35 - 12:00 | • Blockchain & Smart Contracts 101 followed by Q&A | INSUREBLOCKS |
| 12:05 - 12:25 | • Who is creating new currencies and why - what is the consumer angle? | FLADGATE LLP |
| 12:30 - 12:50 | • The good, bad and the ugly of raising funds via an ICO from a company that has actually done it | REALITY CLASH |



12:50 - 13:00 SPEAKER PANEL Q&A

13:00 - 13:45 LUNCH - BUFFET IN HOTEL RESTAURANT

Session 3: Understanding new technologies and opportunities

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|---------------|---|------------------------|
| 13:50 - 14:10 | • The global growth of Digital Identity through OIX use cases: Digital Identity in the UK and Just Giving | OPEN IDENTITY EXCHANGE |
| 14:15 - 14:35 | • How Open Banking will transform customer relationships | ONEDOX |
| 14:40 - 15:00 | • The growth of mobile engagement and how to utilise it | IMIMOBILE |



15:00 - 15:10 SPEAKER PANEL Q&A

15:10 - 15:25 COFFEE BREAK

creating the conditions for growth in micropayments

What are the opportunities from rich communication services

- 15:25 - 15:45 • Research, facts & forecast - what you need to know about RCS **MOBILESQUARED**
- 15:50 - 16:15 • Examples of where it is being used and the business opportunities **ITV & OPENMARKET**
- 16:15 - 16:25 **SPEAKER PANEL Q&A**



Session 4: Shaping the future & wrap up of the day

- 16:25 - 16:35 • Summary of speaker insights from aimm
- 16:35 - 16:50 • How can aimm help? Your focus is our focus
- 16:50 - 17:00 • Closing comments

FOLLOWED BY EVENING NETWORKING and DRINKS

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